

TABLE OF CONTENTS

COVER PAGE

TITLE PAGE

APPROVAL PAGE BY FINAL PAPER ADVISOR.....	ii
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	iii
ABSTRACT	iv
ABSTRAK.....	v
PREFACE	vi
TABLE OF CONTENTS	vii
LIST OF FIGURES	xi
LIST OF TABLES.....	xii
LIST OF APPENDICES.....	xiv

CHAPTER I INTRODUCTION..... 1

1.1. Background of the Study.....	1
1.2. Problem Limitation	9
1.3. Problem Formulation	10
1.4. Objective of the Research	10
1.5. Benefit of the Research	11
1.5.1. Theoretical Benefit.....	11
1.5.2. Practical Benefit.....	11

CHAPTER II LITERATURE REVIEW AND HYPHOTESIS DEVELOPMENT 13

2.1. Theoretical Background	13
2.1.1 Hospitality Management.....	13
2.1.2 Social Media Instagram.....	14
2.1.2.1 Definition of Social Media Instagram.....	14
2.1.2.2 Benefit of Social Media Instagram.....	15
2.1.2.3 Indicators of Social Media Instagram	16
2.1.3 Brand Image	17
2.1.3.1 Definition of Brand Image	17
2.1.3.2 Factors Affect to Brand Image	17

2.1.3.3 Indicators of Brand Image	18
2.1.4 Menu Variation	19
2.1.4.1 Definition of Menu Variation	19
2.1.4.2 Types of Menu Variation	20
2.1.4.3 Indicators of Menu Variation	21
2.1.5 Revisit Intention	22
2.1.5.1 Definition of Revisit Intention	22
2.1.5.2 Factors of Revisit Intention	23
2.1.5.3 Indicators of Revisit Intention	24
2.1.6 Relationship of Social Media Marketing and Revisit Intention.....	25
2.1.7 Relationship of Brand Image and Revisit Intention.....	26
2.1.8 Relationship of Menu Variation and Revisit Intention.....	26
2.2. Previous Research	27
2.3. Hyphotesis Development	28
2.4. Research Model.....	29
2.5. Framework of Thinking	30
CHAPTER III RESEARCH METHODOLOGY	31
3.1. Research Design.....	31
3.2. Population and Sample.....	32
3.2.1. Location and Time	32
3.2.2. Population	32
3.2.3. Sample.....	32
3.3. Data Collection Method	33
3.4. Operational Definition and Variable Measurement.....	35
3.5. Data Analysis Method	38
3.5.1. Test of Research Instrument.....	38
3.5.2. Decriptive Statistics	40
3.5.3. Classical Asumption Test	43
3.5.4. Multiple Linear Regression.....	46
3.5.5. Hyphotesis Test	47

CHAPTER IV RESEARCH RESULT AND DISCUSSION	50
4.1. General View of Wowrung.id.....	50
4.1.1. Brief Overview.....	50
4.1.2. Organization Structure	51
4.2. Research Result.....	53
4.2.1 Test of Research Instrument.....	54
4.2.1.1 Validity Test.....	54
4.2.2 Descriptive Statistics	56
4.2.2.1 Respondent Characteristics	56
4.2.2.2 Explanation of Respondents Answer on Variable	58
4.2.2.3 Mean, Median, Mode, and Standard Deviation.....	64
4.2.3 Result of Data Quality Testing.....	73
4.2.3.1 Classical Assumption Testing Result.....	73
4.2.3.2 Multiple Linear Regression Analysis.....	76
4.2.4 Result of Hypothesis Testing.....	77
4.2.4.1 F Test	77
4.2.4.2 T test.....	78
4.2.4.3 Coefficient of Determination	80
4.3. Discussion	80
 CHAPTER V CONCLUSION	 85
5.1 Conclusion	85
5.2 Recommendation.....	85
REFERENCES.....	89

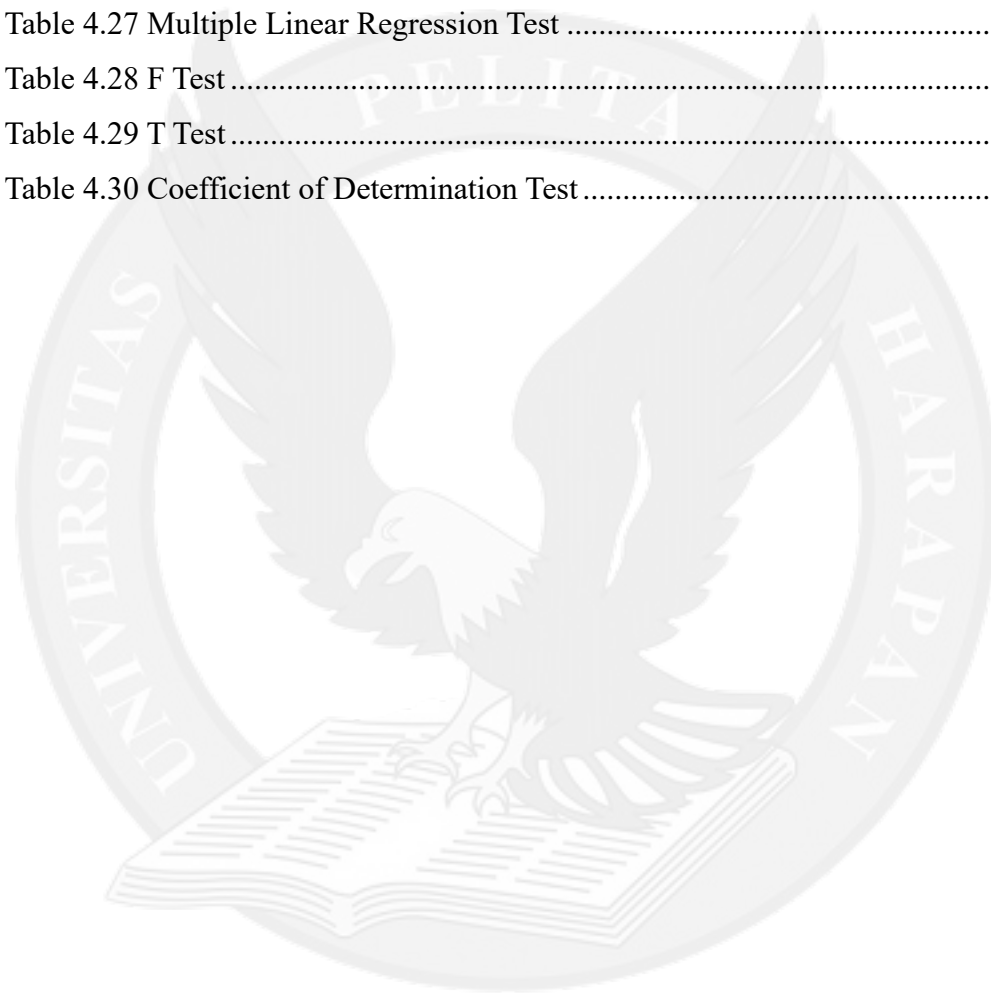
LIST OF FIGURES

Figure 1.1 Number of Visitors at Wowrung.id.....	3
Figure 1.2 Social Media Instagram Wowrung.id	3
Figure 1.3 Insight of Instagram of Wowrung.id.....	4
Figure 1.4 Social Media of Wowrung.id.....	5
Figure 1.5 Reviews of Wowrung.id	6
Figure 1.6 Menu Appearance of Wowrung.id.....	7
Figure 1.7 Reviews of Menu Variation at Wowrung.id.....	8
Figure 1.8 Other Menu from Similar Cafe.....	8
Figure 2.1 Research Model	29
Figure 2.2 Framework of Thinking.....	30
Figure 4.1 Organizational Structure of Wowrung	51
Figure 4.2 Histogram Graph	73
Figure 4.3 Normal Plot Graph.....	73
Figure 4.3 Scatterplot Graph.....	75

LIST OF TABLES

Table 1.1 Number of Visitors at Wowrung.id from 2021-2023	2
Table 1.2 Ratings of Cafe at Adam Malik Medan.....	6
Table 2.1 Previous Research	27
Table 3.1 Operational Variable Social Media Instagram (X ₁).....	36
Table 3.2 Operational Variable Brand Image (X ₂).....	36
Table 3.3 Operational Variable Menu Variation (X ₃).....	37
Table 3.4 Operational Variable Revisit Intention (Y)	37
Table 3.5 Likert Scale	37
Table 4.1 Validity Test of Social Media Instagram	54
Table 4.2 Validity Test of Brand Image.....	55
Table 4.3 Validity Test of Menu Variation.....	55
Table 4.4 Validity Test of Revisit Intention.....	55
Table 4.5 Reliability Test	56
Table 4.6 Characteristics Based on Gender.....	56
Table 4.7 Characteristics Based on Age.....	57
Table 4.8 Characteristics Based on Education	57
Table 4.9 Characteristics Based on Frequency of Visit.....	57
Table 4.10 Respondent Answer on Variable Social Media Instagram	58
Table 4.11 Respondent Answer on Variable Brand Image.....	59
Table 4.12 Respondent Answer on Variable Menu Variation.....	61
Table 4.13 Respondent Answer on Variable Revisit Intention.....	63
Table 4.14 Interval Class of Social Media Instagram	65
Table 4.15 Interval Class of Brand Image.....	65
Table 4.16 Interval Class of Menu Variation.....	66
Table 4.17 Interval Class of Revisit Intention.....	66
Table 4.18 Mean, Median, Mode and Std Deviation of Variables	67
Table 4.19 Interval Class for Likert Scale.....	68
Table 4.20 Mean, Median, Mode and Std Deviation of Social Media Instagram. 68	

Table 4.21 Mean, Median, Mode and Std Deviation of Brand Image	69
Table 4.22 Mean, Median, Mode and Std Deviation of Menu Variation	71
Table 4.23 Mean, Median, Mode and Std Deviation of Revisit Intention	72
Table 4.24 One Sample Kolmogorov Test	74
Table 4.25 Multicollinearity Test	74
Table 4.26 Glejser Test	75
Table 4.27 Multiple Linear Regression Test	76
Table 4.28 F Test	77
Table 4.29 T Test	78
Table 4.30 Coefficient of Determination Test	80



LIST OF APPENDICES

Appendix A: Questionnaire.....	A-1
Appendix B: Data Tabulation SPSS Output.....	B-1
Appendix C: Data of Respondent Answer from Questionnaire.....	C-1
Appendix D: SPSS Output.....	D-1
Appendix E: Distribution R Table.....	E-1
Appendix F: Distribution T Table.....	F-1
Appendix G: Distribution F Table.....	G-1
Appendix H: Letter.....	H-1
Appendix I: Documentation.....	I-1

